NAEB

PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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The ETV Legislation Situation

President Kennedy's new budget calls for the following appropriations to implement the ETV legislation passed at the last session:

1. For the fiscal year July 1, 1963--June 30, 1964: $7 million for approximately 30 new-station grants and 18 expansion grants.

2. For the remainder of 1963 (beginning around March 1 and running to June 30): $2 million for approximately 9 new-station grants and 3 expansion grants.

The ratio of new-station grants to grants for expansion of existing stations is not rigid and may be altered on the basis of applications received and accepted.

The appropriation requests (supplemental for '63 and regular for '64) must be considered by four different Committees of the Congress:

HOUSE OF REPRESENTATIVES

1. Subcommittee on Deficiencies and Supplementals. Chairman will be Albert Thomas (Tex.). Ranking Republican member will be Frank T. Bow (Ohio), who raised the major opposition last session, asserting that the advent of the comparatively inexpensive low-power UHF development in the 2000 mc band removed any need for federal assistance in establishing ETV via standard service. Committee as presently structured:

Democrats	Republicans
Albert Thomas (Tex.)	Frank T. Bow (Ohio)
Michael J. Kirwin (Ohio)	Earl Wilson (Ind.)
John J. Rooney (N.Y.)	Olin Langen (Minn.)
Edward P. Boland (Mass.)	

2. Subcommittee on Labor, Health, Education, and Welfare.

Democrats	Republicans
John E. Fogarty (R. I.)	Melvin Laird (Wis.)
Winfield K. Denton (Ind.)	Robert H. Michel (Ill.)
John Lesinski (Mich.)	

SENATE

1. Subcommittee on Deficiencies and Supplementals. Committee as presently structured.

Democrats	Republicans
Spessard L. Holland (Fla.), Chairman	Milton R. Young (N. D.)
Carl Hayden (Ariz.)	Leverett Saltonstall (Mass.)
Richard B. Russell (Ga.)	Karl E. Mundt (S. D.)
Allen J. Ellender (La.)	Margaret Chase Smith (Me.)
Lister Hill (Ala.)	Thomas H. Kuchel (Calif.)
John L. McClellan (Ark.)	Roman L. Hruska (Neb.)
A. Willis Robertson (Va.)	
Warren G. Magnuson (Wash.)	
John Stennis (Miss.)	
John O. Pastore (R. I.)	
Robert C. Byrd (W. Va.)	

2. Subcommittee on Labor, Health, Education and Welfare. Committee as presently structured:

Democrats	Republicans
Lister Hill (Ala.), Chairman	Norris Cotton, N. H.
Richard B. Russell (Ga.)	Margaret Chase Smith (Me.)
Warren G. Magnuson (Wash.)	Gordon Allott (Colo.)
John Stennis (Miss.)	Clifford P. Case (N. J.)
John O. Pastore (R. I.)	Leverett Saltonstall (Mass.)
Mike Monroney (Okla.)	
Alan Bible (Nev.)	
Robert C. Byrd (W. Va.)	
Hubert H. Humphrey (Minn.)	
Carl Hayden (Ariz.)	

When these committees will take up the HEW requests, no one can tell--or whether they will be considered together, or separately, and if so, in what order. This is at the discretion of the committees. However, it is quite likely that hearings will begin in mid-February.

Accordingly, now is the time for direct purposive action by those interested in having these funds become a reality. It is imperative that the supplemental request goes through so that no more time is wasted and the Federal ETV program can be launched in 1963. This will enable the HEW officials in charge to get going officially--to start staffing, to print and distribute the regulations and application forms, and to invite submissions for grants. In turn, this will galvanize the states into action and stimulate real momentum for the bigger push in '64.

Failure to launch in '63 would not only be a serious psychological set-back to the whole movement, but would result in serious loss of matching funds, appropriated by several states in expectation of Federal action, but due to expire by July 1st unless the program is initiated before then.

If the Congress does act favorably on these budget requests, it will largely be because people around the country recognized these political truths and acted accordingly:

1. It is important that all members of both the House and the Senate be informed of plans for ETV development in their states and realize the stake their particular constituency has in the provision of Federal assistance.

a. All votes count.
b. Each member has some influence in party caucuses.
c. Some members--and one never knows which ones, necessarily--have considerable influence with certain members of the relevant committees which will make the recommendations to the Congress.

2. ETV should not, and must not, become a political issue or cause for partisan side-taking. It is important to have bi-partisan support, so that whenever it comes up at caucuses it receives a favorable response.

3. There is no substitute for talking in person with one's Congressman--in Washington or when he visits back home. The next best thing, however, is a persuasive personal letter.

4. Anyone who wants to have this Federal aid to ETV come into being can play an effective role in the outcome. Nobody with a stake in ETV broadcasting can assuage his conscience by saying he has no personal responsibility for the outcome; every citizen has a right and obligation to convey his views to his representatives on matters he believes to be for the public good.

According to our estimates, there is about $20 million in state legislative appropriations ready now for matching. There is ample evidence regarding intention and fiscal ability of many states to move ahead at once--ample justification for the budget requests.

If a considerable amount of stir is made at the grass roots, there will be responsive action here in Washington.

Institutional Broadcasters Meet

At my invitation, a small group of NAEB people involved in the instructional uses of television met in Washington (at their own expense) January 28th for the purpose of discussing with the NAEB the ways in which this rapidly developing area within educational communications might be more fully represented in the decisions and activities of the Association. The group consisted of: Leslie P. Greenhill, Penn State; Roy J. Johnston, University of Miami; Charles J. McIntyre, University of Illinois; Robert F. Lesher, Hagerstown; Dr. Bart Griffith, University of Missouri; Lt. Col. Robert E. Wood, Air University, Maxwell AFB; Dr. Stephen C. Hathaway, Miami of Ohio; Lynn Kalmback, ETV Center, South Carolina, William Ewing, Ohio State.

Three main points came out of the day-long session:

1. The definition of this field should relate to purpose, not the hardware. Instructional broadcasting (including radio as well as TV) is distinguished from educational broadcasting by a concern for systematic formal courses, usually credit-related.

2. The suggested approach to NAEB reorganization based upon a group of semi-autonomous councils representing special interest areas appeared to be promising and would give the instructional communications people the fuller voice and degree of participation they deserve. They advocated that council members be elected half on a regional basis, half on a national basis.

3. It would be useful to hold a national conference on instructional radio and television to (1) get a broader representation in helping to organize the field and integrate it into the NAEB structure and (2) participate in some first-rate discussion and demonstrations related to various production, curriculum, and utilization aspects of ITV. The week of May 13th was chosen as a tentative date; two institutions (Stephens, Illinois) have already offered dining and meeting facilities. It was agreed that even if outside funds were not forthcoming to underwrite such a conference, a sufficient number of people would attend to warrant holding it.

I was particularly pleased by the response to my invitation and by the zeal and interest of the group thinking constructively about how to organize and promote ITV within the NAEB framework.

This meeting and the proposed May conference are a part of an attempt to talk over this whole matter of restructuring with the important elements of the NAEB membership. In March I will meet with the ETV station managers group in connection with the NETRC-Affiliates meeting. I will also attend meetings of Regions II and III and the Western Radio Television Conference. Perhaps a separate meeting of radio station representatives will be desirable so that adequate soundings may be made across the entire range of membership interests and concerns.

Dates and Events of Interest

February 13 Broadcasters Club reception for Commissioner E. William Henry, Broadcasters Club, Washington.
February 16-20 American Association of School Administrators, Atlantic City.
February 21-23 Western Radio and Television Association, 16th Annual Conference on Educational Uses of Electronic Media, Ambassador Hotel, Los Angeles.
March 6 International Radio & Television Society Banquet, Waldorf Astoria Hotel, New York.
March 15 Deadline for comments on FCC proposal allowing daytime stations to go on at 6 AM or sunrise, whichever is earlier.
March 16 Reply comments to FCC's proposed FM allocations table.
March 17-19 NAEB Region III Conference, Chicago.
March 20-22 NETRC Affiliates Meeting, New York.
March 29-30 NAEB Region II Conference, Tampa.

Washington Rumor Market

Among the reports making the rounds here recently: Minow will shortly step down as FCC Chairman, with Commissioner-elect Ken Cox stepping in to his spot and Minow taking a top post in the new Space Communications Corp. Governor Collins, now that he has had his NAB contract renewed, is no longer regarded as a likely candidate for a top Space Corp. job.

A much more assured development calls for Dr. Hyman Goldin, now Chief of the Research and Education Division (which includes the Educational Broadcasting Bureau) to move into the position of Assistant Chief of the Broadcast Bureau. Larry Frymire will stay where he is as head of the education activity and a new man will take over Goldin's former position.

Dr. Seth Spaulding, now de facto head of the Educational Media Branch of the USOE, (no replacement has yet been appointed for Walter Stone, who left last June) is being pressured by the Peace Corps to join them in connection with foreign ETV developments. Peace Corps, already committed to a project in Colombia, is said to be considering operating ETV projects in several Latin American countries and Ethiopia.

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